

ORDER



WAVY

Orders

Order / Rev: 180091

Alt Order #: 06820370

Product Desc: 9/4-9/10 PAUL HIRSCHBIEL

Estimate: 1215

Flight Dates: 09/04/12 - 09/10/12

Original Date / Rev: 09/04/12 / 09/04/12

Order Type: REG

Primary AE: Petry Philadelphia

Sales Office: P-PHI

Sales Region: Nat

Agency

Name: Greer Margolis & Mitchell

Buying Contact:

Billing Contact:

1010 Wisconsin Avenue Northwest

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: POL/Hirschbiel for Congress (D)

Demographic: A35+

Product Codes: PL1

Priority: P5

Revenue Codes: AGY, POL, POL-CAND

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID: IN117/SP159/AL1336

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	42	\$10,285.00	\$8,742.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	42	\$10,285.00	\$8,742.25	0.00
Totals	42	\$10,285.00	\$8,742.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WAVY	25%	\$10,285.00
Market	100%	\$41,140.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WGNT	2%	\$822.80
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	31%	\$12,753.40
WTVZ	2%	\$822.80
WVBT	12%	\$4,936.80
WVEC	28%	\$11,519.20

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WAVY	09/04/12	09/07/12	WAVY News @ Sunrise	CM	5a-6a	- TWTF - -	:30	2	\$100.00	P5	0.00	NM	14	\$3,800.00
WAVY News @ Sunrise															
WAVY NEWS-5A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	- TWTF - -	2		\$100.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WAVY	09/03/12-09/09/12		WAVY News @ Sunrise	5a-6a		- TWThF - - - -	:30		(\$100.00)		0.00	NM		

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 Flight Dates: 09/04/12 - 09/10/12

Advertiser: POL/Hirschbiel for Congress (D)
 Product Desc: 9/4-9/10 PAUL HIRSCHBIEL
 Estimate: 1215
WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WAVY	09/04/12	09/07/12	WAVY News @ Sunrise	CM	5a-6a - TWTF--	:30	2	\$100.00	P5	0.00	NM	14	\$3,800.00
WAVY News @ Sunrise														
WAVY NEWS-5A<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- TWTF--				2	\$100.00		0.00			
Spot	Ch	Date Range	Description	Start/End Time		Weekdays	Length		Rate		Rtg	Type		
		See MG 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13, 1.14, 1.15, 1.16 [N/A]												
2	WAVY	09/03/12-09/09/12	WAVY News @ Sunrise	5a-6a		- TWThF----	:30		(\$100.00)		0.00	NM		
		See MG 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 1.10, 1.11, 1.12, 1.13, 1.14, 1.15, 1.16 [N/A]												
3	WAVY	09/03/12-09/09/12	WAVY News @ Sunrise	5a-6a		---ThF----	:30		\$150.00		0.00	NM		
		Ⓜ MG for 3.1, 3.3, 11.1, 36.1, 3.2, 24.1, 1.1, 18.1, 10.1, 17.1, 2.1, 2.3, 2.2, 23.1, 20.1, 1.2 [Makegood]												
4	WAVY	09/03/12-09/09/12	WAVY News @ Sunrise	5a-6a		---ThF----	:30		\$150.00		0.00	NM		
		Ⓜ MG for 3.1, 3.3, 11.1, 36.1, 3.2, 24.1, 1.1, 18.1, 10.1, 17.1, 2.1, 2.3, 2.2, 23.1, 20.1, 1.2 [Makegood]												
5	WAVY	09/03/12-09/09/12	WAVY 6AM News	6a-7a		---ThF----	:30		\$350.00		0.00	NM		
		Ⓜ MG for 3.1, 3.3, 11.1, 36.1, 3.2, 24.1, 1.1, 18.1, 10.1, 17.1, 2.1, 2.3, 2.2, 23.1, 20.1, 1.2 [Makegood]												
6	WAVY	09/03/12-09/09/12	WAVY 6AM News	6a-7a		---ThF----	:30		\$350.00		0.00	NM		
		Ⓜ MG for 3.1, 3.3, 11.1, 36.1, 3.2, 24.1, 1.1, 18.1, 10.1, 17.1, 2.1, 2.3, 2.2, 23.1, 20.1, 1.2 [Makegood]												
7	WAVY	09/03/12-09/09/12	Today Show M-F	7a-9a		---ThF----	:30		\$350.00		0.00	NM		
		Ⓜ MG for 3.1, 3.3, 11.1, 36.1, 3.2, 24.1, 1.1, 18.1, 10.1, 17.1, 2.1, 2.3, 2.2, 23.1, 20.1, 1.2 [Makegood]												
8	WAVY	09/03/12-09/09/12	Today Show M-F	7a-9a		---ThF----	:30		\$350.00		0.00	NM		
		Ⓜ MG for 3.1, 3.3, 11.1, 36.1, 3.2, 24.1, 1.1, 18.1, 10.1, 17.1, 2.1, 2.3, 2.2, 23.1, 20.1, 1.2 [Makegood]												
9	WAVY	09/03/12-09/09/12	WAVY News 10 @5p	5p-530p		---ThF----	:30		\$350.00		0.00	NM		
		Ⓜ MG for 3.1, 3.3, 11.1, 36.1, 3.2, 24.1, 1.1, 18.1, 10.1, 17.1, 2.1, 2.3, 2.2, 23.1, 20.1, 1.2 [Makegood]												
10	WAVY	09/03/12-09/09/12	WAVY News 10 @5p	5p-530p		---ThF----	:30		\$350.00		0.00	NM		
		Ⓜ MG for 3.1, 3.3, 11.1, 36.1, 3.2, 24.1, 1.1, 18.1, 10.1, 17.1, 2.1, 2.3, 2.2, 23.1, 20.1, 1.2 [Makegood]												
11	WAVY	09/03/12-09/09/12	LN M-F	11p-1130p		---ThF----	:30		\$400.00		0.00	NM		
		Ⓜ MG for 3.1, 3.3, 11.1, 36.1, 3.2, 24.1, 1.1, 18.1, 10.1, 17.1, 2.1, 2.3, 2.2, 23.1, 20.1, 1.2 [Makegood]												
12	WAVY	09/06/12-09/07/12	Tonight Show/Jay Leno	1134p-1237a		---ThF----	:30		\$150.00		0.00	NM		
		Ⓜ MG for 3.1, 3.3, 11.1, 36.1, 3.2, 24.1, 1.1, 18.1, 10.1, 17.1, 2.1, 2.3, 2.2, 23.1, 20.1, 1.2 [Makegood]												
13	WAVY	09/03/12-09/09/12	Fri Hour 2	9p-10p		-----F----	:30		\$300.00		0.00	NM		
		Ⓜ MG for 3.1, 3.3, 11.1, 36.1, 3.2, 24.1, 1.1, 18.1, 10.1, 17.1, 2.1, 2.3, 2.2, 23.1, 20.1, 1.2 [Makegood]												
14	WAVY	09/10/12-09/10/12	WAVY 6AM News	6a-7a		M-----	:30		\$350.00		0.00	NM		
		Ⓜ MG for 3.1, 3.3, 11.1, 36.1, 3.2, 24.1, 1.1, 18.1, 10.1, 17.1, 2.1, 2.3, 2.2, 23.1, 20.1, 1.2 [Makegood]												
15	WAVY	09/06/12-09/07/12	Today Show 3	10a-11a		---ThF----	:30		\$100.00		0.00	NM		
		Ⓜ MG for 3.1, 3.3, 11.1, 36.1, 3.2, 24.1, 1.1, 18.1, 10.1, 17.1, 2.1, 2.3, 2.2, 23.1, 20.1, 1.2 [Makegood]												
16	WAVY	09/06/12-09/07/12	Today Show 3	10a-11a		---ThF----	:30		\$100.00		0.00	NM		
		Ⓜ MG for 3.1, 3.3, 11.1, 36.1, 3.2, 24.1, 1.1, 18.1, 10.1, 17.1, 2.1, 2.3, 2.2, 23.1, 20.1, 1.2 [Makegood]												
N 2	WAVY	09/04/12	09/07/12	WAVY 6AM News	CM	6a-7a - TWTF--	:30	3	\$250.00	P5	0.00	NM	0	\$0.00
WAVY 6AM News														
WAVY NEWS-6A<														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	- TWTF--				3	\$250.00		0.00			

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 Estimate: 1215

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WAVY	09/04/12	09/07/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a	- TWTF--	:30	3	\$250.00	P5	0.00	NM	0	\$0.00
WAVY NEWS-6A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	- TWTF--	3		\$250.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WAVY	09/03/12-09/09/12		WAVY 6AM News	6a-7a		- TWThF----	:30	(\$250.00)	0.00	NM				
See MG 1.3,1.4,1.5,1.6,1.7,1.8,1.9,1.10,1.11,1.12,1.13,1.14,1.15,1.16															
[N/A]															
2	WAVY	09/03/12-09/09/12		WAVY 6AM News	6a-7a		- TWThF----	:30	(\$250.00)	0.00	NM				
See MG 1.3,1.4,1.5,1.6,1.7,1.8,1.9,1.10,1.11,1.12,1.13,1.14,1.15,1.16															
[N/A]															
3	WAVY	09/03/12-09/09/12		WAVY 6AM News	6a-7a		- TWThF----	:30	(\$250.00)	0.00	NM				
See MG 1.3,1.4,1.5,1.6,1.7,1.8,1.9,1.10,1.11,1.12,1.13,1.14,1.15,1.16															
[N/A]															
N 3	WAVY	09/04/12	09/07/12	Today Show M-F Today Show M-F	CM	7a-9a	- TWTF--	:30	3	\$250.00	P5	0.00	NM	0	\$0.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	- TWTF--	3		\$250.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WAVY	09/03/12-09/09/12		Today Show M-F	7a-9a		- TWThF----	:30	(\$250.00)	0.00	NM				
See MG 1.3,1.4,1.5,1.6,1.7,1.8,1.9,1.10,1.11,1.12,1.13,1.14,1.15,1.16															
[N/A]															
2	WAVY	09/03/12-09/09/12		Today Show M-F	7a-9a		- TWThF----	:30	(\$250.00)	0.00	NM				
See MG 1.3,1.4,1.5,1.6,1.7,1.8,1.9,1.10,1.11,1.12,1.13,1.14,1.15,1.16															
[N/A]															
3	WAVY	09/03/12-09/09/12		Today Show M-F	7a-9a		- TWThF----	:30	(\$250.00)	0.00	NM				
See MG 1.3,1.4,1.5,1.6,1.7,1.8,1.9,1.10,1.11,1.12,1.13,1.14,1.15,1.16															
[N/A]															
4	WAVY	09/08/12	09/08/12	WAVY News 10 Sa 6a WAVY News 10 Sa 6a	CM	6a-7a	-----S-	:30	1	\$60.00	P5	0.00	NM	1	\$60.00
WAVY NWS SAT6A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----S-	1		\$60.00		0.00						
5	WAVY	09/09/12	09/09/12	Today Show Su Today Show Sunday	CM	8a-9a	-----S	:30	1	\$175.00	P5	0.00	NM	1	\$175.00
SUN TODAY-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----S	1		\$175.00		0.00						
6	WAVY	09/04/12	09/07/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	- TWTF--	:30	1	\$50.00	P5	0.00	NM	1	\$50.00
WAVY NEWS10-NN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	- TWTF--	1		\$50.00		0.00						
7	WAVY	09/04/12	09/07/12	M-F 2-3p The Doctors	CM	2-3p	- TWTF--	:30	1	\$50.00	P5	0.00	NM	1	\$50.00
DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	- TWTF--	1		\$50.00		0.00						
8	WAVY	09/09/12	09/09/12	Meet the Press Meet the Press	CM	9a-10a	-----S	:30	1	\$100.00	P5	0.00	NM	1	\$100.00
MEET PRESS-SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----S	1		\$100.00		0.00						
9	WAVY	09/04/12	09/07/12	M-F 4-5p M-F 4-5p	CM	4p-5p	- TWTF--	:30	1	\$100.00	P5	0.00	NM	1	\$100.00
ANDERSON<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	- TWTF--	1		\$100.00		0.00						
N 10	WAVY	09/04/12	09/07/12		CM	5p-530p	- TWTF--	:30	2	\$250.00	P5	0.00	NM	1	\$250.00

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WAVY

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19	WAVY	09/08/12	09/08/12	Sat Hour 1 Saturday 8-9p	CM	8p-9p	-----S-	:30	1	\$100.00	P5	0.00	NM	1	\$100.00
NBC ENCORES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S-		1				\$100.00		0.00			
N20	WAVY	09/04/12	09/07/12	LN M-F M-F News 10 @ 11	CM	11p-1130p	-TWTF--	:30	2	\$350.00	P5	0.00	NM	1	\$350.00
WAVY NEWS10-11<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWTF--		2				\$350.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WAVY	09/03/12-09/09/12	LN M-F			11p-1130p	-TWThF----	:30		(\$350.00)		0.00	NM		
See MG 1.3,1.4,1.5,1.6,1.7,1.8,1.9,1.10,1.11,1.12,1.13,1.14,1.15,1.16 [Political]															
21	WAVY	09/04/12	09/07/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a	-TWTF--	:30	1	\$100.00	P5	0.00	NM	1	\$100.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWTF--		1				\$100.00		0.00			
22	WAVY	09/05/12	09/05/12	NFL Kickoff NFL Kickoff	CM	NFL Kickoff	--W----	:30	1	\$600.00	P5	0.00	NM	1	\$600.00
NFL SEASON KICK OFF															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	--W----		1				\$600.00		0.00			
N23	WAVY	09/10/12	09/10/12	WAVY News @ Sunrise WAVY News @ Sunrise	CM	5a-6a	M-----	:30	1	\$100.00	P5	0.00	NM	0	\$0.00
WAVY NEWS-5A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----		1				\$100.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WAVY	09/10/12-09/16/12	WAVY News @ Sunrise			5a-6a	M-----	:30		(\$100.00)		0.00	NM		
See MG 1.3,1.4,1.5,1.6,1.7,1.8,1.9,1.10,1.11,1.12,1.13,1.14,1.15,1.16 [N/A]															
N24	WAVY	09/10/12	09/10/12	WAVY 6AM News WAVY 6AM News	CM	6a-7a	M-----	:30	1	\$250.00	P5	0.00	NM	0	\$0.00
WAVY NEWS-6A<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----		1				\$250.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WAVY	09/10/12-09/16/12	WAVY 6AM News			6a-7a	M-----	:30		(\$250.00)		0.00	NM		
See MG 1.3,1.4,1.5,1.6,1.7,1.8,1.9,1.10,1.11,1.12,1.13,1.14,1.15,1.16 [N/A]															
25	WAVY	09/10/12	09/10/12	Today Show M-F Today Show M-F	CM	7a-9a	M-----	:30	1	\$250.00	P5	0.00	NM	1	\$250.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----		1				\$250.00		0.00			
26	WAVY	09/10/12	09/10/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	M-----	:30	1	\$50.00	P5	0.00	NM	1	\$50.00
WAVY NEWS10-NN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----		1				\$50.00		0.00			
27	WAVY	09/10/12	09/10/12	M-F 2-3p The Doctors	CM	2-3p	M-----	:30	1	\$50.00	P5	0.00	NM	1	\$50.00
DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----		1				\$50.00		0.00			
28	WAVY	09/10/12	09/10/12	M-F 4-5p M-F 4-5p	CM	4p-5p	M-----	:30	1	\$100.00	P5	0.00	NM	1	\$100.00
ANDERSON<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

